

## REMARKS

Reconsideration and allowance of the subject application are respectfully solicited.

Claims 1 and 3 through 12 are pending, with Claims 1 and 12 being independent.

Claims 1 and 3 through 12 were rejected under 35 U.S.C. § 103 over previously-cited U.S. Patent No. 5,504,519 (Remillard) in view of U.S. Patent No. 5,287,181 (Holman). All rejections are respectfully traversed.

Claim 1 recites, *inter alia*, selecting one of the plurality of sub print-contents in accordance with the user information (the plurality of sub print-contents being part of the print contents transmitted from the sender).

Claim 12 recites, *inter alia*, the signal processing apparatus selects one of the plurality of second data depending on the information associated with the user, and the signal processing (specified by the second data) is to be performed on the first data to produce the print data at a particular signal processing apparatus.

However, Applicants respectfully submit that neither Remillard nor Holman, even in the proposed combination, assuming, *arguendo*, that such could be combined, discloses or suggests at least the above-discussed claimed features as recited, *inter alia*, in Claims 1 and 12.

The Official Action states at page 3 that Remillard fails to show such features and thus relies upon Holman, which the Official Action asserts shows sub-print contents which include user specific information such as user name, etc. (see Official Action, page 3, lines 10-20). The foregoing is respectfully traversed by Applicants. Applicants respectfully submit that in Holman, the data bytes comprising the secured subscription service portion 256 (which is relied upon by the Official Action), are read in from the subscription data card (col. 16, lines 58 et seq.), and

therefore **cannot** be the claimed *transmitted* print contents (Claim 1) or *transmitted* second data (Claim 12), let alone constitute a disclosure of *selecting one of a plurality* (from that which was transmitted and received) as required by the claims.

Likewise, the Official Action states, in the same portion mentioned above, that Holman provides the opportunity to include in the printed coupon user specific information such as personal data or details of the television program, but Applicants also traverse this statement since, again, such disclosure in Holman does not show the claimed *selecting one of a plurality* (from that which was transmitted and received) as required by the claims.

Applicants further respectfully submit that there has been no showing of any indication of motivation in the cited documents that would lead one having ordinary skill in the art to arrive at the above-discussed claimed features.

The dependent claims are also submitted to be patentable because they set forth additional aspects of the present invention and are dependent from independent claims discussed above. Therefore, separate and individual consideration of each dependent claim is respectfully requested.

Applicants submit that this application is in condition for allowance, and a Notice of Allowance is respectfully requested.

Applicants' undersigned attorney may be reached by telephone in our Washington, D.C. office at (202) 530-1010 or by facsimile at (202) 530-1055. All correspondence should be directed to our address given below.

Respectfully submitted,

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